

Subject: Re: Fleet Week Sailor Information Bags
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 07/14/2016 12:24 PM
To: "Baker, Arley" <ABaker@portla.org>
CC: "Adams-Lopez, Theresa" <TAdams-Lopez@portla.org>, "'Elise Swanson' (eswanson@sanpedrochamber.com)" <eswanson@sanpedrochamber.com>, "Bezmalinovich, Augie" <ABezmalinovich@portla.org>, "Benson, Andrew" <ABenson@portla.org>, "Pacheco, Regina" <RPacheco@portla.org>

Hello All,

We will be doing a re-print of our Visitor's Map specifically for Fleet Week. I will send over a DRAFT for your review. I met with Officer Twardy and Andrew Benson this morning and now have a good feel for how I will lay out the revisions.

If you have the general information regarding hours of operations, etc that you would like us to include can you please email it to me along with the Fleet Week logo. This map is intended to be inserted into the sailor's welcome bag.

More to follow.....

Lorena Parker

On Thu, Jul 14, 2016 at 11:20 AM, Baker, Arley <ABaker@portla.org> wrote:

Of course anything that could be set up on a web page that could be accessed on a mobile phone through a QSR code on a print piece would also be a good thing in terms of cutting down on paper clutter. A web page with discounts specifically intended for military could be made and sailors could be given the QSR code to access that page and see the discounts and deals as they walk around town

From: Adams-Lopez, Theresa
Sent: Thursday, July 14, 2016 8:23 AM
To: "'Elise Swanson' (eswanson@sanpedrochamber.com)"; "Lorena Parker' (lparker@sanpedrobid.com)"
Cc: Bezmalinovich, Augie; Benson, Andrew; Baker, Arley; Pacheco, Regina
Subject: Fleet Week Sailor Information Bags

Hi -

As mentioned in yesterday's meeting, we are planning on giving each sailor a "welcome bag" that will include materials on things to do in San Pedro. We're happy to put any materials you can provide into the bag. We'll be prepping up to 2,000 bags, so please get us as many pieces of collateral as you can for stuffing by August 19. We'll also gladly include flyers from individual businesses on sailor specials, but it might be better if someone could coordinate all specials onto one sheet for ease.

Thanks!

~Theresa

Theresa Adams Lopez
Director of Community Relations
Port of Los Angeles

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